Contact Center Structure
Brothers Redevelopment, Inc. – Denver, Colorado

The objective of the call center is to increase borrower contact with their lenders and direct the defaulting borrower to the appropriate resource with as little friction as possible. The other objective of the call center is to act as a centralized system for statewide homeownership preservation services.

Automatic Referral System

An auto attendant immediately answers all calls in the system with the help of menu options. Calls are interpreted and routed to the most appropriate live agent, or partner agency. If a client selects to talk with a call center agent, and the system is experiencing high call volume, a recorded announcement ensures callers that their call is in queue and will be answered soon or the client is given the option of leaving a message.

Callers selecting the option to speak with their local counseling agency will be transferred to the phone number provided by their local agency. Upon selecting the local agency option, the caller identification information is used by the call center computer system to identify which local agency is appropriate. The caller is then advised to call the contact center back if the local agency is unable to be contacted.

A more expensive option is available where as the caller would be automatically sent back to the call center if the local agency doesn't pick up the phone after a predetermined number of rings.

Caller identification information is collected by BRI for use in the reporting process. BRI uses the caller identification information records of all calls received to cross-reference those records with partner agencies as a backup to determine that all callers received appropriate levels of service.

Call Center Technology and Infrastructure

BRI uses the Nortel Business Communications Manager, which has the latest in call center technology provided by Nortel. It is an advanced piece of equipment. The equipment allows the call center to perform the capabilities one would expect in much larger call centers, but scaled and priced for smaller call centers. It is located within the BRI offices and has capacity for up to ten agents. It is a useful system based on the size and purpose of the call center.

With intelligent routing, the Nortel system prioritizes and routes the call based on the call's source, destination or caller input. Calls can be routed to the agent who has been idle the longest or the one most qualified to take the call. With skill-based routing, separate call queues are associated with different agent skill sets such as language, inquiry type or client category. A call center agent answer all callers with blocked caller identification.